

Oct. 5, 2015



## MEDIA ADVISORY: FLORIDA DEPARTMENT OF HEALTH AND ELECTED OFFICIALS JOIN LOCAL STUDENTS TO PROMOTE SAFE WALKING ON INTERNATIONAL WALK TO SCHOOL DAY

**Contact:** Diane Holm, PIO  
Florida Department of Health in Lee County  
[Diane.Holm@flhealth.gov](mailto:Diane.Holm@flhealth.gov)  
239-332-9561  
850-519-5728

**Bonita Springs, FL**—The Bonita Springs Mayor Ben Nelson, Congressman Curt Clawson's Aide Jesse Purdon and Florida Department of Health in Lee County's Assistant Director William Mallett will join students in Bonita Springs and around the county to celebrate International Walk to School Day on October 7. There will be more than 600 International Walk to School Day activities around the country as part of the Safe Kids Walk This Way pedestrian safety program sponsored by FedEx. There are a total of 11 schools in Lee County participating in some type of walking safety event this week.

- WHO:** Bonita Springs Mayor Ben Nelson  
Congressman Curt Clawson's Aide Jesse Purdon  
DOH-Lee's Assistant Director William Mallett  
FedEx Senior Manager Ariel Mendez  
Safe Kids Lee/Collier Counties  
Golisano Children's Hospital of Southwest Florida  
Bonita Springs Elementary School
- WHEN:** 7:30 a.m. Wednesday, October 7, 2015  
Brief remarks will begin at 7:50 followed by the walk. There will be an opportunity for individual interviews after brief speeches upon arrival at school at about 8:25.
- WHERE:** Starting location is Flamingo Flea Market  
11902 Bonita Beach Road SE, Bonita Springs, FL  
Event will be held rain or shine.
- WHAT:** Florida Department of Health-Lee County partners with Safe Kids Lee/Collier Counties, FedEx volunteers and community leaders from Bonita Springs Fire Department, Lee County Sheriff's Office and Bonita Springs Fire Control & Rescue District, to walk with children from Flamingo Flea Market to Bonita Springs Elementary School advocating for safer walking environments for school children. Visuals will include students carrying banners, a "walking school bus" leading to Bonita Springs Elementary School and a reading of the new "Clifford Takes a Walk" book on pedestrian safety.
- WHY:** Every day, 44 children are hit by a motor vehicle in the United States. That's 16,000 children hit by motor vehicles every year. According to the World Health

Organization, road traffic injuries are the second-leading cause of death among children ages 5 to 14 worldwide. Safe Kids Lee/Collier Counties and FedEx are working together to raise awareness, promote pedestrian safety, create safer routes for walking and bicycling to school. Together, they recently released an [interactive infographic](#) on the seven ways children get hit by cars.

### **About the Florida Department of Health**

The department works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

Follow us on Twitter at [@HealthyFla](#) and on [Facebook](#). For more information about the Florida Department of Health please visit [www.FloridaHealth.gov](http://www.FloridaHealth.gov).